

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1. (Currently amended) A ~~display system for use in a~~ communications network **having multiple users using an instant messaging (IM) application**, comprising:
a display device **for each of the users; [and]**
plural display windows at the display device, the plural windows for simultaneously displaying multiple content, wherein a first display window displays **a broadcast television program** ~~video programming content~~ and wherein a second display window displays content from [an] **the** instant messaging (IM) application[.]; **and**
a server storing instant messaging content from each of the users, the instant messaging content including a program ID identifying the broadcast television program being viewed by each user, and for aggregating instant messaging content from the users so that video programming activity by multiple users can be tracked on a real time basis at the server in order to reflect moment-by-moment the level of instant messaging activity corresponding to television programs being viewed by the multiple users.

2. (Canceled)

3. (Currently amended) The display system of claim [2] **1**, wherein the broadcast television program is provided over one of a plurality of selectable television channels, and wherein the display device is a television screen.

4. (Currently amended) The display system of claim 1, wherein the instant messaging content **further** comprises:

a personal ID associated with a user of the IM application.

5-6. (Canceled)

7. (Currently amended) The display system of claim [6] 1, wherein the instant messaging content further comprises a message sent from ~~the~~ a remote user to a user at the display system.

8. (Canceled)

9. (Currently amended) The display system of claim [5] 1, wherein the instant messaging content further comprises a selectable telephone communications display element, and wherein a telephone communications line is established over the communications network between the user at the display system and the remote user, when the telephone communications display element is selected.

10. (Original) The display system of claim 9, wherein the telephone communications line is connected at a telephone device separate from the display system, and such telephone communications line uses the public switched telephone network (PSTN).

11. (Canceled)

12. (Currently amended) The display system of claim 1, wherein a user at the display system is a subscriber to a VDSL service, and wherein the VDSL service provides telephone, ~~video~~ television programming and internet access service to the subscriber over the communications network.

13. (Currently amended) The display system of claim 1, wherein ~~the video~~ television programming ~~content~~ is provided to the display system by a satellite television service.

14. (Currently amended) The display system of claim 1, wherein ~~the video~~ television programming ~~content~~ is provided to the display system by a cable television service.

15-16. (Canceled)

17. (New) The network of claim 1, further comprising:

a set top box for each of the users for receiving the broadcast television program and the program ID identifying the television program, wherein the IM application captures the program ID at the set top box so that the program ID identifying the broadcast television program being viewed by each user changes when the television program being viewed by that user changes.

18. (New) The network of claim 1, wherein the display device further includes a set up screen used by each of the users to set up an instant messaging session, and wherein the program ID is entered by the user at the set up screen.

19. (New) The network of claim 18, wherein personal profile information of the user is entered at a profile screen, so that the programming activity being tracked can be associated with demographic information of users collected from the personal profile data.

20. (New) A display system for use in a communications network having multiple users using an instant messaging (IM) application, comprising:

a display device for each of the users; and

plural display windows at the display device, the plural windows for simultaneously displaying multiple content, wherein a first display window displays video programming content and wherein a second display window displays content from an instant messaging (IM) application;

wherein each user is a subscriber to video programming for display at the display system, wherein such user is assigned one or more security keys in order to receive the video programming over the communications network, wherein such user may send an attachment in an IM message to another remote user, the attachment comprising a video data file representing the video programming, and a security key associated with the video programming, and wherein video programming represented by the video data file is displayed to the remote user only if the remote user has a security key matching the security key associated with the video programming.